



City of Roanoke 2011 Citizens Survey

Summary of Results

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Introduction

The Virginia Tech Center for Survey Research (CSR) has conducted citizens surveys periodically with the citizens of the City of Roanoke since the year 2000. The series of telephone surveys was designed to measure citizen opinions regarding municipal services and projects and to assess the strategic initiatives of the City of Roanoke government. Although different survey instruments were used each year for the survey administration, the surveys were designed such that comparability in citizen ratings of services and initiatives was possible across years. The overall objective of the survey process is to garner public input that will guide the use of City resources and foster continual improvement in the services provided to citizens. Presentations of the results from the survey are made by CSR in each survey year to groups such as the Roanoke City Council and the City of Roanoke Department Leadership Team.

For the administration of the 2011 Roanoke Citizens Survey, the CSR conducted a telephone survey of 600 residents of the City of Roanoke. This report summarizes the data collection procedures and results of the 2011 survey. Section 1 provides an overview of the survey instrument development and data collection procedures utilized by the CSR for the collection of the data. Section 2 provides a demographic profile of the survey respondents. Section 3 provides the findings from the 2011 survey for a variety of City issues and a comparison of the 2011 results from the survey on these items to the survey results from previous years. Section 4 provides an overview of findings related to City services along with



comparisons between the 2011 findings related to City services with those from previous survey years. Section 5 includes the survey findings related to survey respondent feelings of safety in the City. Section 6 provides an overview of findings regarding City of Roanoke government employee customer service. Section 7 provides the survey findings related to government communication with citizens. Section 8 includes a statement about data storage for the project.

The 2011 survey instrument is included in *Appendix A*. *Appendix B* provides tables of response frequencies to all close-ended survey items. *Appendix C* provides response frequencies of the City service rating items re-tabulated to exclude responses of “not familiar with service” and “don’t know.” *Appendix D* lists all responses provided by respondents to open-ended survey questions.

1

Methodology

Sampling and Survey Instrument Design

A random-digit dialing (RDD) method was employed by the CSR for the administration of the 2011 survey. Both listed and unlisted telephone numbers were included in the sample for this project. Cellular numbers were also included in the random sample for the study. CSR worked with Survey Sampling International of Fairfield, CT, to define the parameters of the



sample. The survey sample was randomly generated from numbers available to City of Roanoke residents. Because some exchanges border areas outside the City of Roanoke and because survey respondents sometimes report residing in a neighboring geographic area to the target area, a screener question was also included in the survey. The screener question confirmed City of Roanoke residence prior to beginning the survey with a potential respondent. Sample members reporting residence in a locality other than the City of Roanoke were eliminated from the eligible sample pool for calling. There were 1,604 sample members with this final call disposition code.

Based on a total of 600 completed interviews, the survey has a sampling error of ± 3.8 percent. Therefore, in 95 out of 100 surveys completed with this number of interviews using the same sampling methodology and parameters, the results obtained would fall in a range of ± 3.8 percent of the results that would be achieved if interviews were completed with every potential respondent (in households with working land or cellular telephones) residing in the City of Roanoke. Smaller sampling errors are present for items on which there is polarized response (e.g. 90 percent identical response on an item).

While the 2011 survey instrument is based on the surveys used in previous years, the City elected to add survey items regarding the level of perceived importance of each City service in the survey this year. The addition of these survey items allows for a comparison of service ratings compared with the perceived level of importance of each service among citizens.

Data Collection Procedures

All telephone calls for the survey were made by CSR staff members utilizing a Computer-Assisted Telephone Interviewing (CATI) system at the Blacksburg, Virginia location of the Virginia Tech Center for Survey Research. All calls were made during the period between October 14, 2011 through November 8, 2011. CSR wrote a calling program to be used with CATI for administering the 2011 City of Roanoke Citizens Survey. The program provides scripted survey items, precludes out of range responses and facilitates real-time data entry of all responses gathered on the telephone.

Each interviewer collecting data for the survey project participated in a project-specific training session for the project. All interviewers working on the project have worked on a variety of survey projects (indeed, some of the interviewers for this survey worked on administrations of the City of Roanoke survey in previous years) and have participated in multiple training sessions in both interviewing techniques and CATI. All interviews were monitored by a CSR Call Center Supervisor in order to ensure accuracy and proper interviewing protocol. Clarifying notes for specific survey items appeared on the CATI screens for interviewers to ensure that identical prompts were used for respondents requesting additional information about survey items or response categories.



CSR programmed all call scheduling such that each sample member remaining as a non-respondent was attempted to be reached at least six times at different times of day on different days of the week. A total of 12,309 telephone numbers were attempted during the survey administration. Sample members reporting residence in a locality other than the City of Roanoke were excluded from the eligible sample pool (N=1,604); likewise, respondents who indicated a language or hearing barrier such that they could not respond or request that another adult in the household respond, were also excluded from the eligible sample pool (N=117). Households for which interviewers were told that only minors resided in the home were excluded from the eligible sample pool (N=13). Non-working telephone numbers (fax tones, out of service/disconnected numbers, automated disconnect services) were also excluded from the eligible sample pool (N=1,459). Non-residential numbers (N=620) were excluded from the eligible pool of sample members as well.

After the elimination of all the ineligible records described above, the remaining number of eligible sample members was 8,496. A total of 600 interviews were completed for this study. **Table 1** provides an overview of the final call dispositions for all sample members. Many sample members were never reached after numerous attempts and a final disposition of “no answer” was assigned. Therefore, the residency rate among these households is unknown.



It may be assumed that a number of these households are indeed, ineligible sample members due to non-residence. CSR utilizes a standard conversion calling protocol in which all calls that are coded as “soft refusals” are re-attempted utilizing more senior interviewing staff. A call is coded as a “soft refusal” when the potential respondent refuses but does not indicate a reason for exclusion from the calling pool (i.e. refusal due to illness, request to be removed from calling pool, etc.). Likewise, all telephone numbers deemed to be temporarily disconnected are attempted periodically throughout the duration of the study.

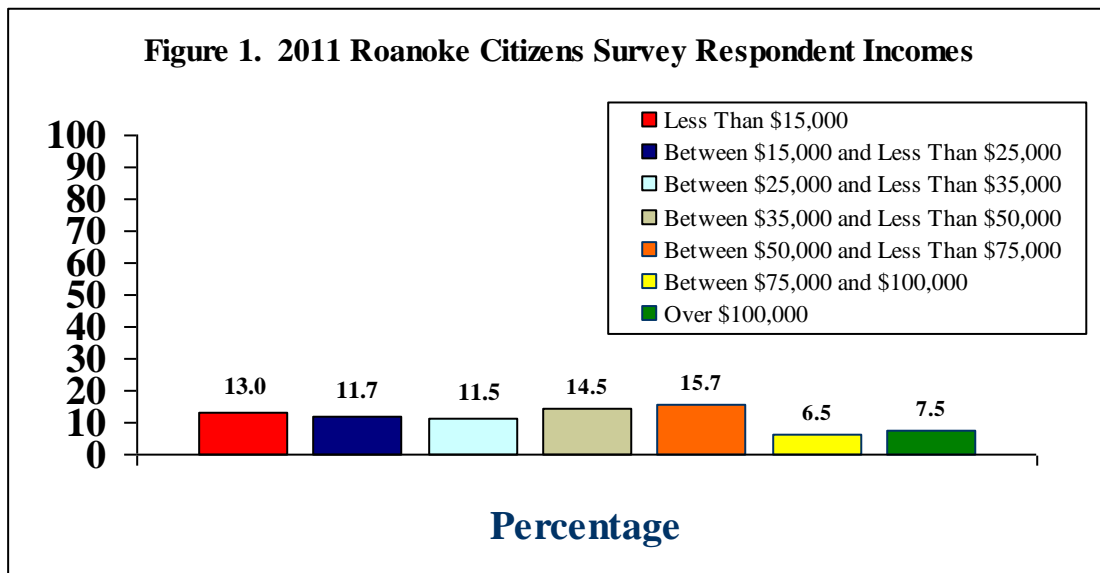
Table 1	
Total Initial Sample	12,309
Ineligible Sample: Residence outside the City of Roanoke (1,604) Language/Hearing Barrier (117) Non-working telephone number (fax tones, out of service/disconnected numbers, automated disconnect services) (1,459) No Adult in Home (13) Non-residential telephone number (620)	
Eligible Sample	8,496
Total Number of Completed Interviews	600
Non-respondents: Final disposition of no answer, busy, answering machine or callback after six attempts (6,688) Refusals (1,208)	7,896



2

Respondent Demographic Profile

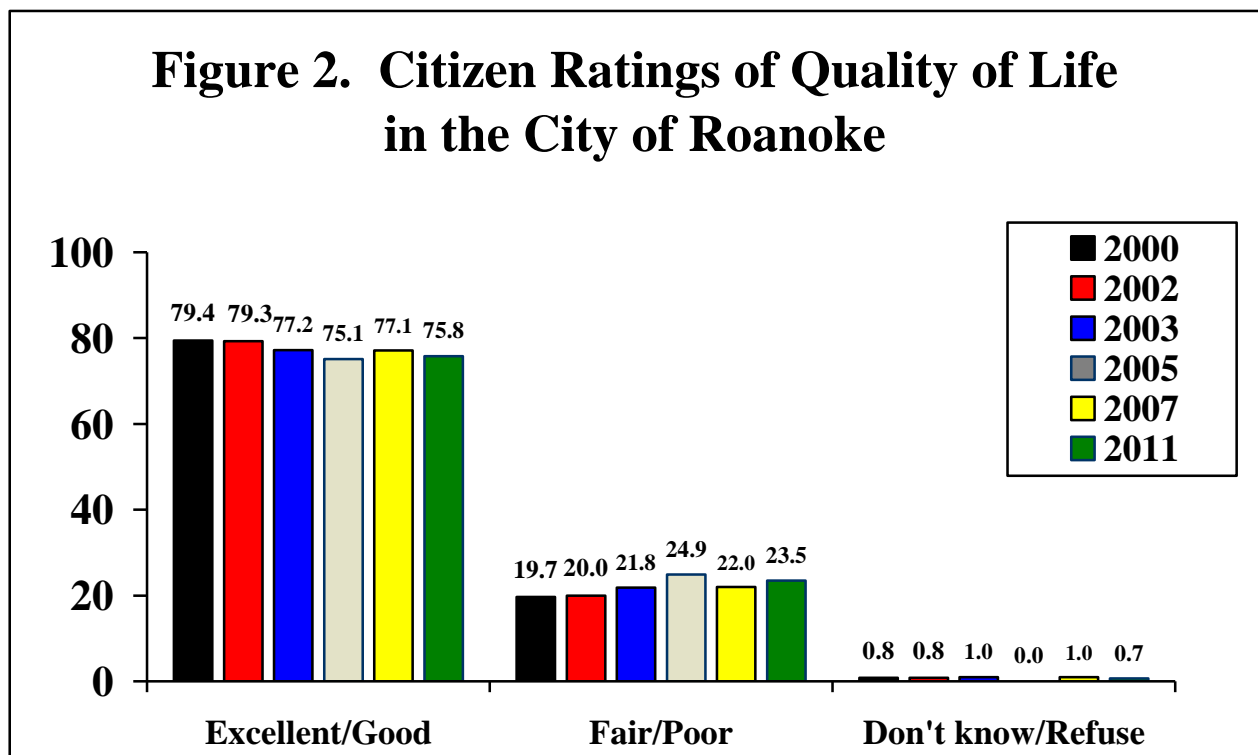
Three-fourths (75%) of respondents to the survey reported that they are white, with 19 percent of respondents reporting they are African American or Black. The remaining four percent of respondents reported being Asian, Hispanic or a member of some other group. Two percent of respondents refused to report their race. As has consistently been the case in previous administrations of the City of Roanoke Citizens Survey, more women than men responded (64% vs. 36%). The majority of respondents to the survey are 40 years of age or older (84%), with 13 percent reporting that they are younger than 40 years of age, and three percent of respondents who did not report their age. **Figure 1** depicts the income distribution reported by respondents to the 2011 survey.



3

Findings Related to Quality of Life and Selected Issues

More than three-fourths of Roanoke's citizens (76%) rate the quality of life in the City as either 'excellent' or 'good'. As depicted in **Figure 2**, citizen responses to the survey item asking respondents to rate the quality of life in the community have remained positive across all survey years in which the item was asked.





As has been true in the previous survey years, there are some differences in citizen perceptions of quality of life in the City of Roanoke when viewed by certain respondent demographic characteristics. Overall, Roanoke residents with higher incomes tend to rate the quality of life in the City more favorably than those with lower incomes. For example, in the 2011 survey, respondents using the categories ‘excellent’ or ‘good’ to describe the quality of life in the City of Roanoke by self-reported income category are as follows:

- Less than \$15,000: 68%
- Between \$15,000 and Less Than \$25,000: 67%
- Between \$25,000 and Less Than \$35,000: 77%
- Between \$35,000 and Less Than \$50,000: 70%
- Between \$50,000 and Less Than \$75,000: 83%
- Between \$75,000 and Less Than \$100,000: 87%
- Over \$100,000: 93%

Differences in perceptions of quality of life in the City of Roanoke were also evident when viewed by respondent age. Specifically, older respondents are more likely to rate the quality of life in Roanoke as ‘excellent’ or ‘good’ than younger respondents are. For example, in the 2011 survey, respondents using the categories ‘excellent’ or ‘good’ to describe the quality of life in the City of Roanoke by self-reported age are as follows:

- 18-25: 55.0%
- 26-35: 60.0%
- 36-50: 70.6%
- 51-65: 74.3%
- >65: 84.7%

Quality of life in the City is also viewed differently according to the race of the respondent. Respondents who report their race as White are more likely to rate quality of life in the City of Roanoke as either ‘excellent’ or ‘good’ than are respondents who report their race as African American/Black. In the 2011 survey administration, 82 percent of White respondents rated quality of life in the City as ‘excellent’ or ‘good’ (an identical percentage as the 2007 rating) with 56 percent of African American/Black respondents using the same response categories to describe quality of life in the City (down from 63 percent of African American/Black respondents responding with these ratings in 2007).

There are also differences in the ratings of quality of life in the City when the responses are viewed by respondent gender. This year 73 percent of male respondents (79% in 2007) and 76 percent of female respondents (77% in 2007) rate quality of life in the City as either ‘excellent’ or ‘good’.

A highly positive finding from the 2011 survey is that citizens in the City of Roanoke were far more favorable than in previous years regarding ten out of the thirteen strategic initiatives or issues addressed in the survey. Indeed, on the three items on which citizens were not significantly more positive in 2011, one of the items yielded an identical response percentage as in 2007, one item was asked for the first time in 2011, and one item was re-worded in 2011 which likely affected the level of agreement. Specifically, the item “educational resources and

opportunities available to you and your family in Roanoke” was changed from a rating item to an agreement item and was re-worded to “City of Roanoke’s support of educational resources and opportunities available to you and your family in Roanoke.” **Table 2** depicts these highly favorable findings.

Table 2. Citizen Responses Regarding Selected Strategic Issues and Questions							
Survey Item	2000	2001	2002	2003	2005	2007	2011
City does good job offering multicultural events and attractions.	85.5	NA	79.0	NA	79.6	74.6	86.3
Roanoke's neighborhoods are good places to live.	83.2	NA	87.4	NA	85.3	76.9	85.3
City government’s greenway development effort is a valuable asset to the City and its residents.	NA	NA	NA	NA	75.2	67.6	82.7
Roanoke’s transportation system allows for a good mix of transportation options like auto, public transit, pedestrian, and bicycle traffic.	65.0	NA	74.1	NA	77.6	71.8	79.3
There is a good mix of housing types and affordability in Roanoke.	75.4	NA	77.0	NA	74.9	70.4	75.7
City government does a good job of informing/educating citizens about City services.	74.3	NA	66.3	NA	65.9	55.0	71.7
The services provided by the City of Roanoke are worth the taxes paid by its citizens.	65.8	75.1	70.3	69.7	67.1	57.4	63.8
City government officials actively involve citizens in the business of government.	63.9	NA	65.5	NA	60.2	48.7	63.2
City government does a good job of providing health and human services to citizens who need them.	71.0	NA	72.5	NA	70.9	60.5	60.5
Downtown off-street parking (both garages and lots) is readily available.	NA	NA	NA	NA	NA	NA	58.8
City government performance is improving in Roanoke.	72.9	75.9	63.1	61.5	61.2	53.1	57.2

**Table 2. Citizen Responses Regarding Selected Strategic Issues and Questions**

Survey Item	2000	2001	2002	2003	2005	2007	2011
(City of Roanoke's support of) Educational resources and opportunities available to you and your family in Roanoke*	64.9	NA	64.3	NA	67.1	59.9	53.7
City government does a good job of focusing on the unique needs of youths.	56.3	NA	56.3	NA	49.7	39.9	50.2

4

City of Roanoke Services

In the 2011 survey, 84 percent of respondents indicated that they are satisfied with the overall quality of services that the City of Roanoke government provides given its available resources. More than 8 in 10 citizens (81%) were satisfied in 2007 with the overall quality of services that the City of Roanoke government provides so the 2011 overall quality of service satisfaction among citizens has risen. In the 2011 survey, citizens were not only asked to rate the quality of services provided by the City but were also asked to rate the level of importance of each service included in the survey. **Table 3** provides a comparison of the ratings among citizens of City services compared to respondent ratings of importance for each service. All responses of “not familiar with service,” “don’t know,” or “refuse to answer” were excluded in the tabulation of the percentages and means reported for each service. The service rating column includes responses of ‘excellent’ and ‘good’ and the importance column includes responses of

‘very important’. The services in **Table 3** are ranked in descending order with the highest quality ratings at the top.

Table 3. 2011 City Service Ratings Compared with Importance of Service Ratings		
City Service	Quality Rating	Importance Rating
The 911 emergency call center	94.4	97.0
Fire protection services	94.2	90.5
Emergency medical services and rescue	93.9	94.8
Public library services and programs	91.5	77.5
Weekly trash collection	85.4	87.0
Police service	85.0	92.6
Recycling	78.1	71.1
The condition of the City's parks, trails, and recreation facilities	78.1	55.1
The quality of Roanoke's athletic fields	75.9	51.6
The quality of events offered by the Civic Center	74.4	48.3
Animal control	73.3	68.3
Street lighting	72.4	76.8
Bi-weekly pick-up of large trash items and brush	72.3	72.0
Mowing and maintenance of City parks	72.2	53.6
Valley Metro bus transportation services	72.1	72.8
The quality of the City's recreation programs	71.6	54.5
The City's marketing of its parks and recreation programs and services	70.1	50.0
Code enforcement services	65.3	60.2
City government support of neighborhood organizations	63.9	62.3
The maintenance of trees along City streets and within parks	63.7	52.2
Removal of snow and ice from City streets	63.2	87.0
Citizens getting information about City services and activities	61.4	60.4
Mowing of rights of way, street medians, and roadsides	60.2	52.0
The quality of the City's sidewalks	58.7	55.9
The City's efforts to promote environmental awareness to citizens	57.6	54.4
Transportation planning for traffic	57.4	71.0
Efforts of the City to improve the quality of housing in the City	55.9	71.5
The current level of bagged leaf collection service	54.1	57.9
Street paving, maintenance and repair	48.2	75.8

Another positive finding from the survey is that the services that received the highest quality ratings tended to also be those that are very important to citizens. **Table 4** provides the combined percentage of ‘excellent’ and ‘good’ ratings for each City service included in the 2011 survey along with the citizen ratings the service received in the surveys since 2000. As noted in the table, all service items were not asked in each year. Items not asked in a given year appear as “NA.” All ‘don’t know/refuse’ and ‘not familiar’ responses were excluded from the total number of responses for the percentage tabulations included in the table.

Table 4. Service Ratings, Percentage “Excellent” and “Good” Combined 2000-2011							
City Service	2000	2001	2002	2003	2005	2007	2011
The 911 emergency call center	93.0	87.9	95.6	94.1	91.5	92.5	94.4
Fire protection services	95.4	93.3	94.8	95.1	92.2	91.6	94.2
Emergency medical services and rescue	93.6	91.9	95.1	93.0	91.7	91.4	93.9
Public library services and programs	84.9	91.7	95.3	92.6	90.7	92.2	91.5
Weekly trash collection	87.7	76.4	90.0	84.6	85.9	87.5	85.4
Police service	79.9	75.7	84.1	79.1	80.4	79.1	85.0
Recycling services	72.3	75.3	85.8	74.2	77.7	74.7	78.1
The condition of the City’s parks, trails, and recreation facilities	NA	NA	NA	NA	NA	NA	78.1
The quality of Roanoke’s athletic fields	NA	NA	NA	NA	57.8	58.6	75.9
Quality of events offered by the Civic Center	NA	NA	NA	NA	NA	50.6	74.4
Animal control	72.1	66.4	83.8	67.9	65.3	67.5	73.3
Street lighting	72.9	66.5	75.3	69.1	68.7	68.9	72.4
Bi-weekly pick-up of large items and brush	63.4	68.2	84.5	75.6	76.5	76.5	72.3
Mowing and maintenance of City parks	NA	NA	93.6	81.9	79.3	80.8	72.2
Valley Metro bus transportation services	72.6	77.0	86.8	80.4	79.7	75.3	72.1
The quality of the City’s recreation programs	NA	NA	NA	NA	NA	NA	71.6
The City’s marketing of its parks and recreation programs and services	NA	NA	NA	NA	NA	68.2	70.1
Code enforcement services	NA	NA	NA	54.3	43.8	46.3	65.3
City government support for neighborhood organizations	63.9	62.9	80.1	64.3	59.9	55.9	63.9
The maintenance of trees along City streets and within parks	NA	NA	NA	NA	67.2	70.6	63.7

**Table 4. Service Ratings, Percentage “Excellent” and “Good” Combined 2000-2011**

City Service	2000	2001	2002	2003	2005	2007	2011
Removal of snow and ice from City streets	68.5	63.1	78.4	65.3	66.9	65.8	63.2
Citizens getting information about City services/activities	67.7	65.1	77.5	64.1	56.7	59.3	61.4
Mowing right of ways, street medians, and roadsides	NA	NA	84.9	72.5	66.7	68.5	60.2
Quality of the City’s sidewalks	NA	NA	NA	NA	49.3	43.1	58.7
City’s efforts to promote environmental awareness to citizens	NA	NA	NA	50.2	50.8	45.3	57.6
Transportation planning for traffic	57.4	56.2	67.9	53.6	48.6	47.2	57.4
Efforts of the City to improve quality of housing in City	NA	NA	NA	52.4	50.0	50.0	55.9
Current level of bagged leaf collection service	NA	NA	NA	74.9	71.6	73.7	54.1
Street paving, maintenance and repair	52.2	51.2	63.8	48.2	40.4	42.7	48.2

Among the 29 rating items for City services in the 2011 survey, 18 increased with regard to citizen ratings of the quality of services since 2007, 9 decreased, and 2 were treated as new items because they have completely different wording than in previous survey years and therefore, have no comparison data.

Included in the 18 City services for which citizen ratings increased since 2007 are 11 services for which citizen ratings increased at least five percentage points since the last survey. There are 4 services for which citizen ratings decreased at least five percentage points since the last survey. These services with substantial increases or decreases in ratings are as follows:

- Police service increased from 79 to 85 %
- The Quality of Roanoke’s Athletic Fields increased from 59 to 76 %
- The Quality of Events Offered by the Civic Center increased from 51 to 74 %
- Animal control increased from 67 to 73 %
- Code enforcement services increased from 46 to 65 %*
- City government support for neighborhood organizations increased from 56 to 64 %



- The quality of the City's sidewalks increased from 43 to 59 %**
- City's efforts to promote environmental awareness to citizens increased from 45 to 58 %
- Transportation planning for traffic increased from 47 to 57 %
- Efforts of the City to improve quality of housing in the City increased from 50 to 56 %
- Street paving, maintenance, and repair increased from 43 to 48 %

*Survey item was "code enforcement" in 2011 and "enforcement of property maintenance codes and other nuisance codes" in 2007

**Survey item was "the quality of the City's sidewalks" in 2011 and "maintenance of City's existing sidewalks" in 2007

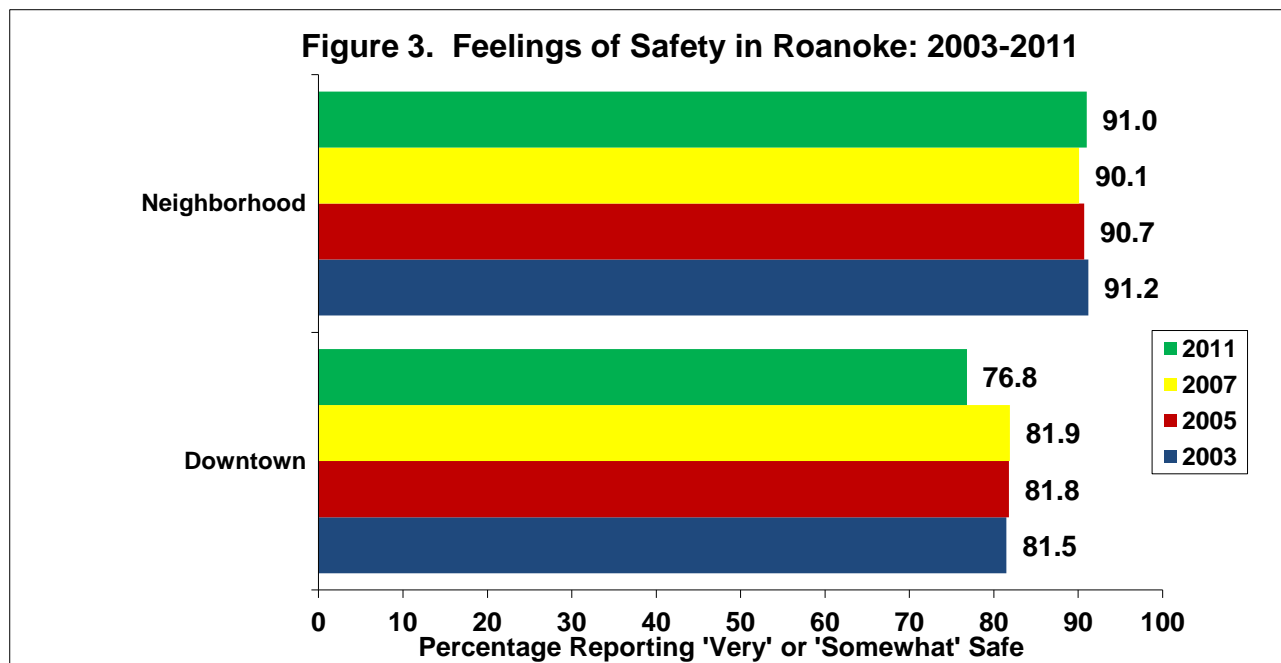
- Mowing and maintenance of city parks decreased from 81 to 72 %
- The maintenance of trees along City streets and within parks decreased from 71 to 64 %
- Mowing right of ways, street medians, and roadsides decreased from 68 to 60 %
- Current level of bagged leaf collection service decreased from 74 to 54 %

5

Citizen Perceptions of Safety

As depicted in **Figure 3**, City of Roanoke residents feel even safer in their neighborhoods in 2011 than they did in 2007. However, fewer respondents to the survey in 2011 reported feeling 'very safe' or 'somewhat safe' in downtown Roanoke than they did in 2007. There are differences in the survey responses related to feelings of safety when viewed by respondent gender. For example, in the 2011 survey more women than men reported feeling 'very safe' or

‘somewhat safe’ in their neighborhoods (92% vs. 89%). However, far fewer women than men (74% vs. 82%) reported feeling ‘very safe’ or ‘somewhat safe’ in downtown Roanoke. Roanoke citizens reporting a higher household income are more likely to feel ‘very safe’ or ‘somewhat safe’ in their neighborhoods, with fewer than 90 percent of citizens in all income categories below \$50,000.00 using these response categories and 95 percent or more among citizens in income categories above \$50,000.00 using these response categories. Likewise, less than 80 percent of Roanoke citizens with household income categories less than \$50,000.00 used the categories ‘very safe’ or ‘somewhat safe’ to describe their feelings of safety in downtown Roanoke. Whereas, 90 percent or more of citizens reporting a household income in a category of at least \$50,000.00 used the categories ‘very safe’ or ‘somewhat safe’ to describe their feelings of safety in downtown Roanoke.





Among survey respondents reporting their race as African American/Black, 87 percent feel ‘very safe’ or ‘somewhat safe’ in their neighborhoods compared with 92 percent of White respondents. However, more African American/Black respondents than White respondents (82% vs. 75%) reported feeling ‘very safe’ or ‘somewhat safe’ in downtown Roanoke. Respondent age also makes a difference in feelings of safety in the City of Roanoke. Among respondents in age categories 50 years of age and younger, fewer than 90 percent reported feeling ‘very safe’ or ‘somewhat safe’ in their neighborhoods, with 90 percent or more respondents in age categories older than 50 years of age reporting feeling ‘very safe’ or ‘somewhat safe’ in their neighborhoods. The only respondent age category in which there is a significant decrease in perceptions of safety in downtown Roanoke is the age category 65 years of age and older (with 65% of respondents in this age category reporting feeling ‘very safe’ or ‘somewhat safe’ downtown). In all other respondent age categories, more than 80 percent of respondents report feeling ‘very safe’ or ‘somewhat safe’ downtown.

6

City Government Customer Service

A variety of items measuring citizen ratings of City government employee customer service are included in the survey. In 2011, in order to accommodate additional City service-related items, some customer service items were deleted. Among the customer service-related



survey items included in 2011, the lowest rated aspect among citizens was related to City parking facility staff. However, agreement with the item “city parking facility staff are generally polite and responsive” was down only slightly from 2007, with 66 percent of respondents agreeing in 2011 and 67 percent of respondents agreeing in 2007. A positive finding from the 2011 survey is that the other three customer-service related items included in the survey all showed significant increases in respondent agreement since 2007. **Table 5** provides an overview of the survey findings from the customer service items included in the survey.

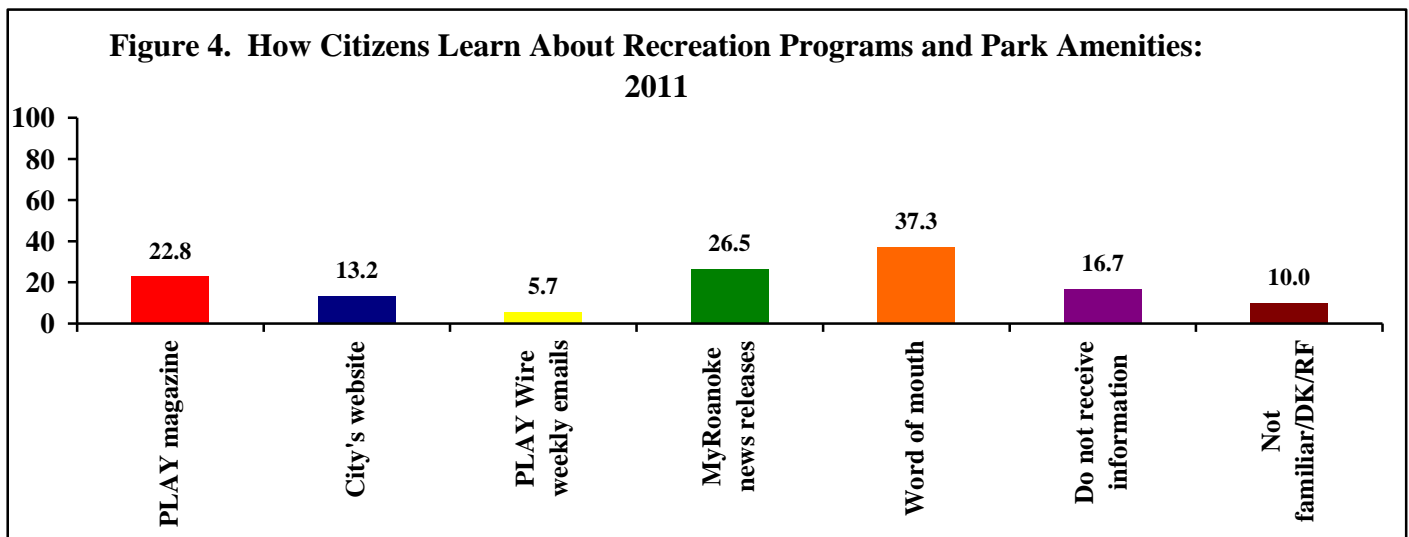
Table 5 Citizen Agreement on Selected Aspects of Customer Service in the City (‘Strongly Agree’ and ‘Somewhat Agree’)							
Survey Item	2000	2001	2002	2003	2005	2007	2011
City government employees are generally friendly, courteous, and helpful	86.8	87.9	85.4	86.2	88.9	82.1	85.5
City government employees provide prompt service	74.4	77.2	77.4	73.3	78.0	67.9	73.3
It is easy to contact the appropriate City government office when you need a particular service or have a question	72.3	70.9	70.1	68.2	66.7	61.5	70.3
City parking facility staff are generally polite and responsive	NA	NA	79.6	73.3	75.4	67.0	65.7

Two new customer service items in the 2011 survey asked citizens’ agreement with the statement “excluding emergency calls, when I contact the City with a customer service request, City staff quickly assess and acknowledge my request” to which 71 percent of citizens agreed, and “excluding emergency calls, when I contact the City with a customer service request, City staff quickly resolve my request,” to which 80 percent agreed.

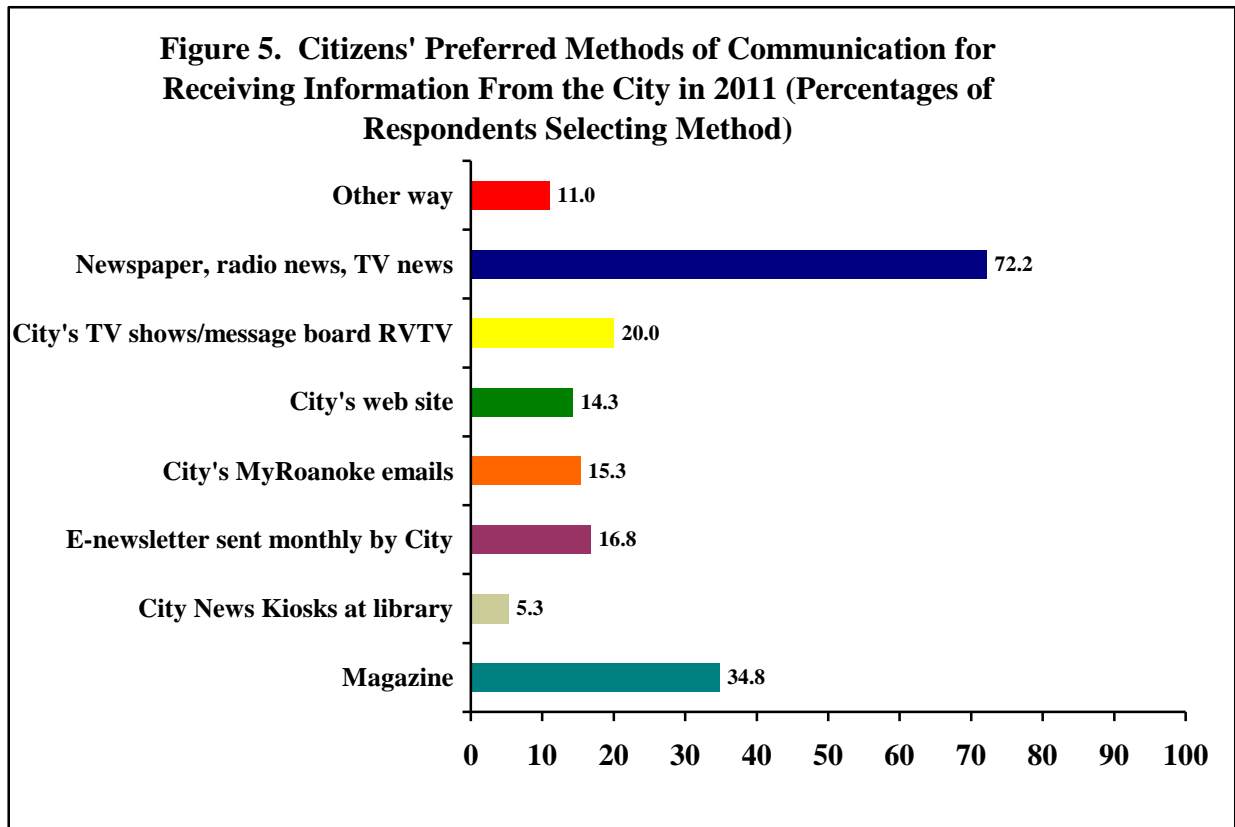
7

City Government Communication with Citizens

A new series of survey items included in 2011 are related to how citizens learn about recreation programs and park amenities in the City. The findings for these items appear in **Figure 4** below.



As was the case in the previous years' surveys, the 2011 survey instrument included an item regarding the method of communication citizens prefer when receiving information from the City. Even though this item has been included in the survey instrument since 2001, the communication options have changed over time such that it is not feasible to compare the 2011 findings with findings on these items from previous survey years. **Figure 5** depicts the preferred methods of communication among citizens for receiving information from the City.



A stand alone survey item asked citizens how often they view information about City services by watching the City's Inside Roanoke television show. More than a third of citizens (35%) view information this way at least twice a month, with 23 percent of that group of respondents saying they view information about City services this way at least once a month.

Slightly fewer than four in ten citizens (39%) are aware that "the City has a centralized customer service phone number that is 853-2000." When asked which methods they would choose to contact the City, 62 percent of citizens would call the specific department involved, 12



percent would call the City Manager's Office, 10 percent would visit, 10 percent would send a written letter, 13 percent would send an email, one percent would send a message through Facebook or Twitter, seven percent would submit a service request on-line through the City's website, 42 percent would call the City's centralized customer service number, and two percent would choose to contact the City some other way.

8

Data Storage

An SPSS dataset from which the 2011 data in this summary report were derived accompanies this report in electronic format. All variable and value labels are provided on the SPSS dataset. All electronic files of the survey instrument, report, tabulations and presentations related to the data are the property of the City of Roanoke. However, the Center for Survey Research will retain copies of all project materials for a period of at least one year. No information from this survey will be shared by the CSR with anyone other than project team members from the Office of the City of Roanoke Manager without the express permission of that office.